

## Big Data – It Is Not the Silver Bullet That Some People Think It Is?

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### Introduction:

There is considerable interest in the subject of Big Data, especially about what it can do, its challenges and what it could do to change the world as we know it, and the challenges it presents in its implementation.

### What is Big Data?

There are several definitions of what is meant by Big Data, but the most common is that it is data that is too large to be processed by traditional data processing applications.

There is a massive volume of data. File size and volume is increasing relative to circumstances, e.g. email, internet, etc. The amount of data is increasing at an exponential rate.

The data is constantly changing and growing. New items are being added, updated and removed quickly.

Finally, the data is stored in a variety of different formats. It is still the case that the traditional structured database formats, but also a wide range of unstructured formats such as videos, audio recordings, text, images, social media comments, etc.

Once this data is collected then it is possible to undertake various types of analysis. This analysis will identify trends, trends and relationships between variables. This analysis can then be used to gain insights into the future as well as to predict and prevent future events. A few simple examples are listed below which illustrate this point:

Governments can gain insights into the health care system.

Metereologists can use Big Data to predict and understand weather conditions.

Political parties can use Big Data to understand voting intentions.

Medics can understand the cause and spread of diseases. This will allow preventative measures to be implemented. This is very

Finally, the world also faces issues concerning analyzing the data. The world has seen the rise of artificial intelligence, the only variables should be considered by the system. However, the data provided. Again, this will be aggregated by the size of the data, its constantly changing nature and the direction of the data.

The effective use of Big Data analysis in organizations need to full data set, data access, multiple data, the data is assessed through multiple lenses to get and obtain a more rounded view. Also, any material issues in the analysis should also be clearly stated.

## The Dark Side of Big Data

Finally, there is a dark side of big data. As mentioned earlier, Big

Data techniques allow us to predict and change the world's behavior. While this is not necessarily a bad thing (because it could help us prevent disease events), but this technique should be used to change the world's behavior for the benefit of others' personal needs. For example, the